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100

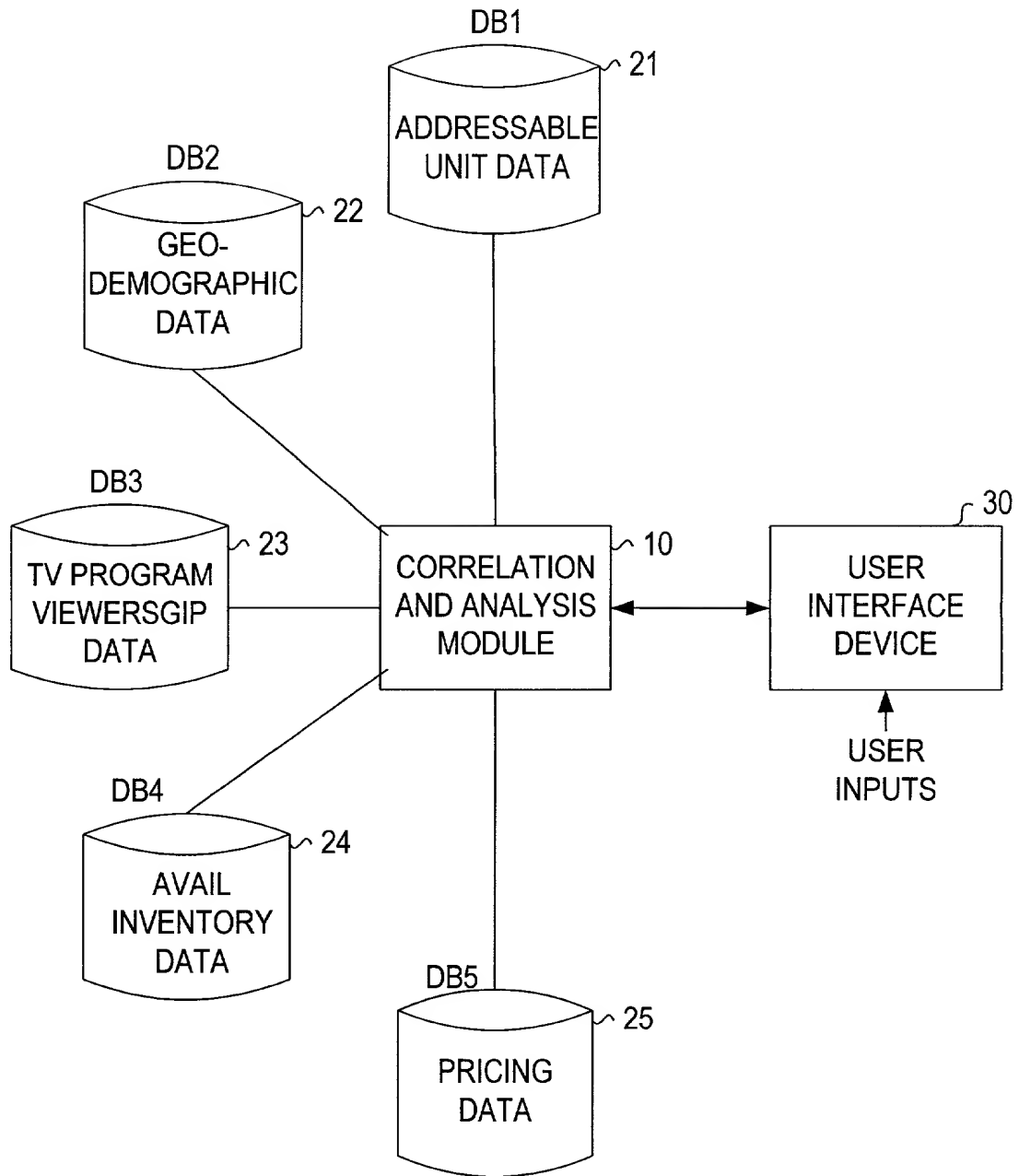


FIG. 1

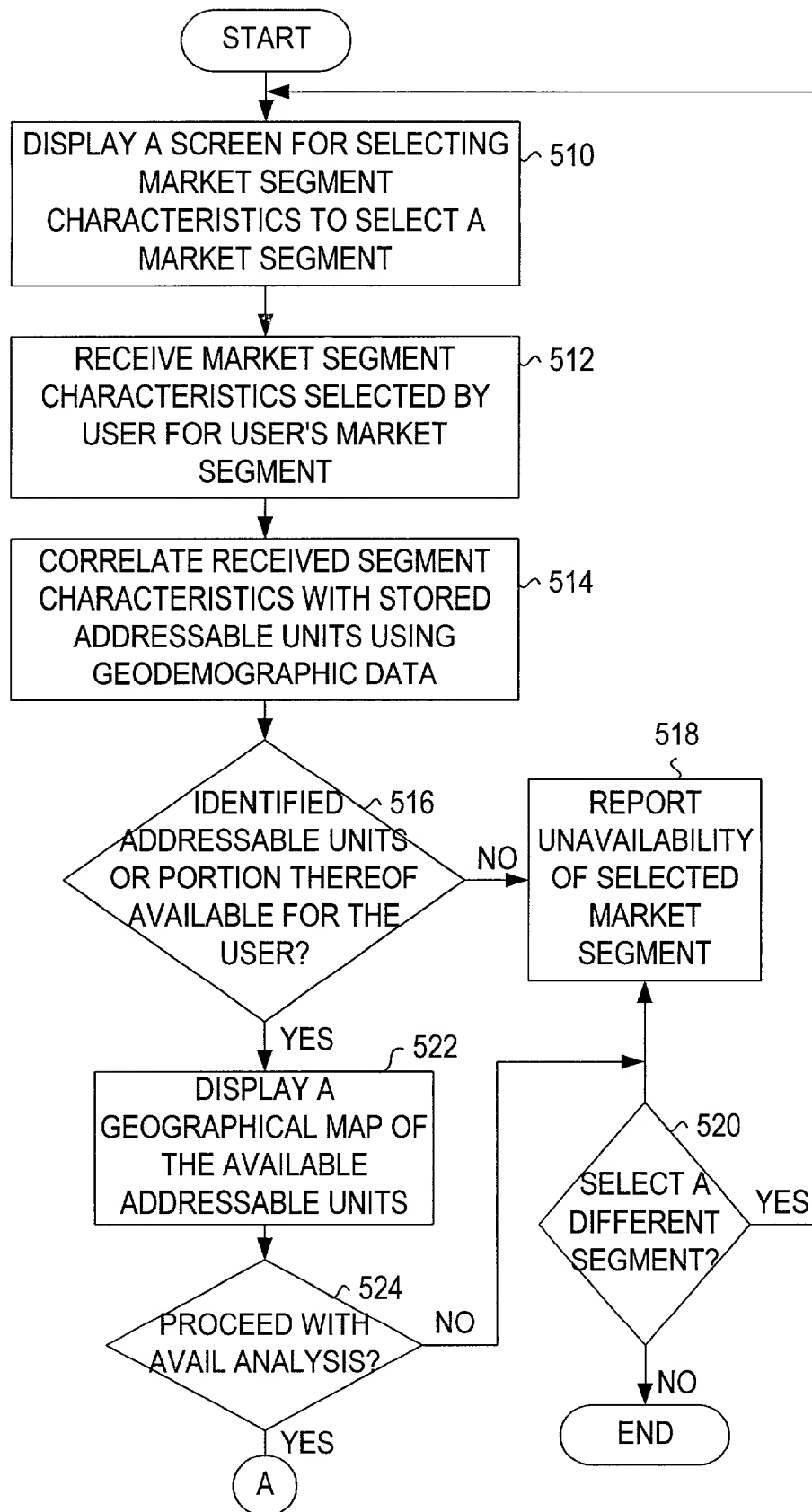


FIG.2A

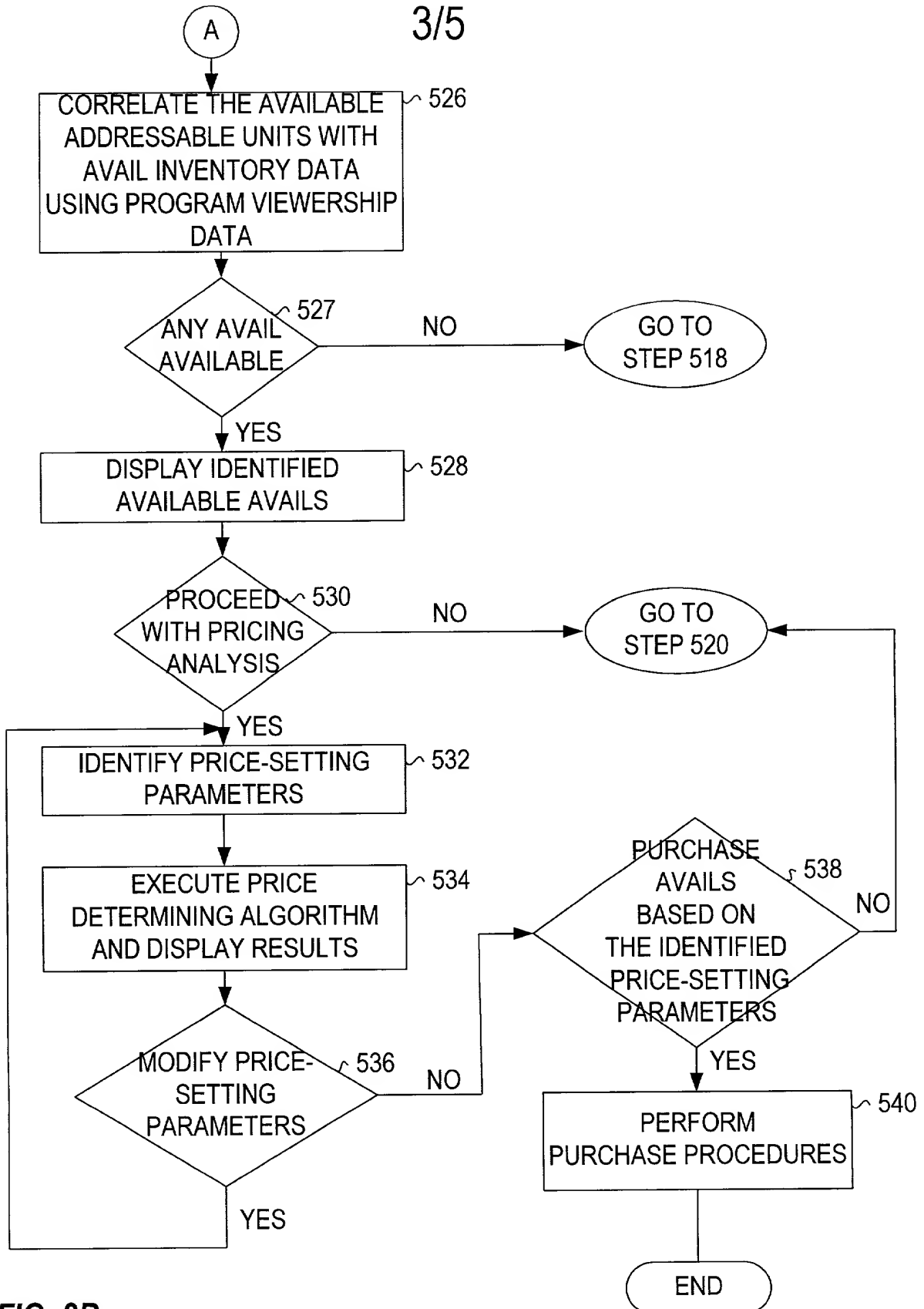


FIG. 2B

## MARKET SEGMENTATION

FOR DEMOGRAPHICS WITH ONLY TWO CHOICES, PLEASE SELECT EITHER ONE OR BOTH OPTIONS.

FOR DEMOGRAPHICS WITH MORE THAN TWO CHOICES, PLEASE SELECT ALL CATEGORIES THAT YOU WANT INCLUSIVE IN THE DESIRED RANGE.

### SEGMENT NAME

### AGE

- |                                |   |   |                                      |
|--------------------------------|---|---|--------------------------------------|
| <input type="checkbox"/> 00-04 | <input type="checkbox"/> 21-24            | <input checked="" type="checkbox"/> 45-49 | <input type="checkbox"/> 70-74       |
| <input type="checkbox"/> 05-09 | <input checked="" type="checkbox"/> 25-29 | <input checked="" type="checkbox"/> 50-54 | <input type="checkbox"/> 75-84       |
| <input type="checkbox"/> 10-14 | <input checked="" type="checkbox"/> 30-34 | <input type="checkbox"/> 55-59            | <input type="checkbox"/> 85 AND OVER |
| <input type="checkbox"/> 15-17 | <input checked="" type="checkbox"/> 35-39 | <input type="checkbox"/> 60-64            |                                      |
| <input type="checkbox"/> 18-20 | <input checked="" type="checkbox"/> 40-44 | <input type="checkbox"/> 65-69            |                                      |

### GENDER/ SEX

- ☒ FEMALE      ☒ MALE

### CHILDREN

USE 'AGE' TO SELECT THE AGE OF THE CHILDREN

- ☐ CHILDREN      ☒ NO CHILDREN

### INCOME

- |  |   |
|--|---|
| <input type="checkbox"/> UNDER \$15,000    | <input checked="" type="checkbox"/> \$50,000-\$74,999 |
| <input type="checkbox"/> \$15,000-\$24,999 | <input checked="" type="checkbox"/> \$75,000-\$99,999 |
| <input type="checkbox"/> \$25,000-\$34,999 | <input type="checkbox"/> \$100,000-\$149,999          |
| <input type="checkbox"/> \$35,000-\$49,999 | <input type="checkbox"/> \$150,000 AND OVER           |

### OCCUPATION

- ☒ PROFESSIONAL/MANAGERIAL
- ☐ OTHER WHITE COLLAR
- ☐ BLUE COLLAR

### HOUSEHOLD SIZE

- ☒ 1      ☒ 2      ☐ 3-4      ☐ 5-6      ☐ 7 OR MORE

### MARITAL STATUS

- ☒ SINGLE      ☒ MARRIED      ☒ SEPARATED

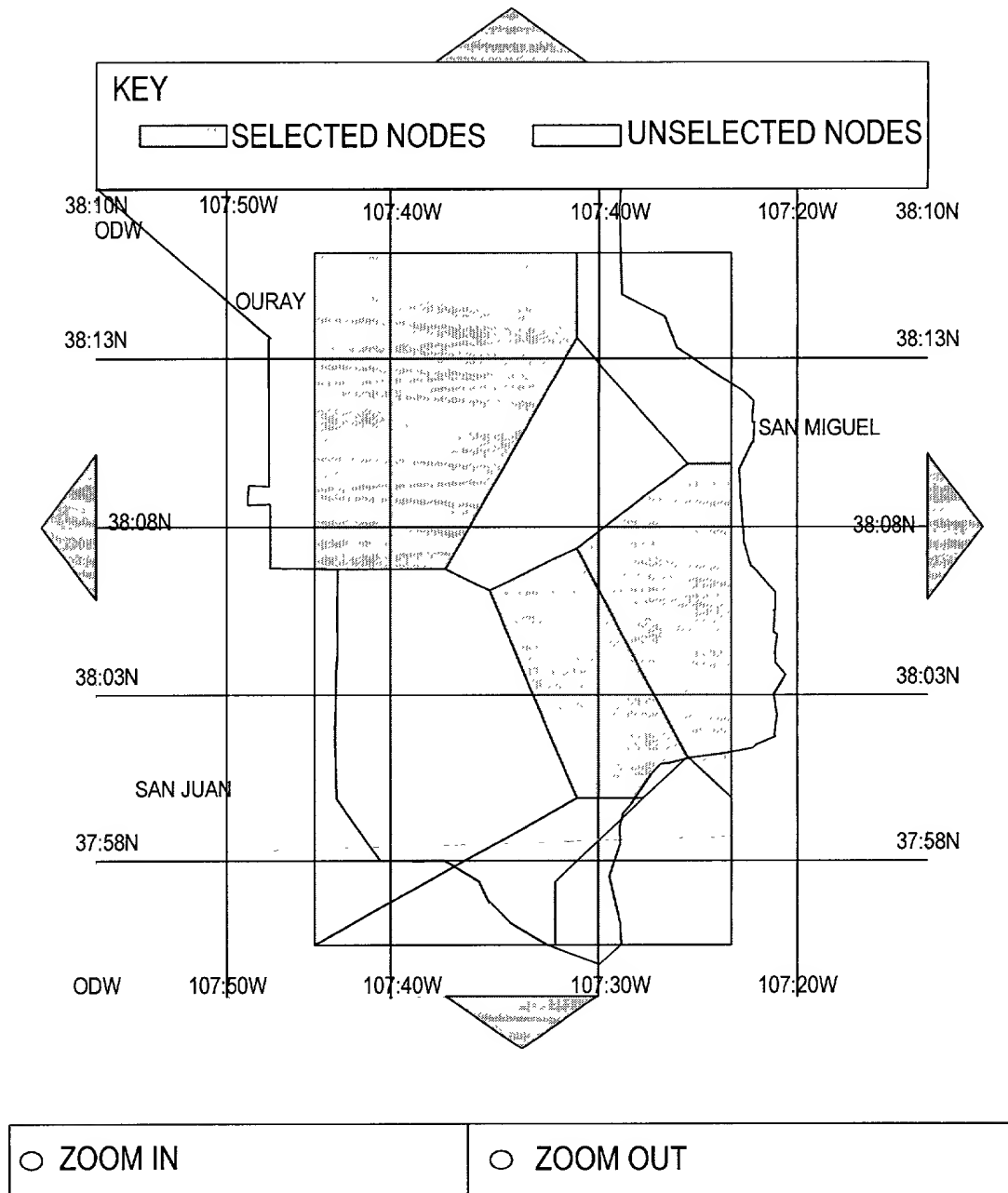
### RACE/ETHNIC BACKGROUND

- ☒ CAUCASION/WHITE      ☒ AFRICAN AMERICAN
- ☐ HISPANIC      ☒ ASIAN-PACIFIC
- ☐ NATIVE AMERICAN

[New](#) [Delete](#) [Save](#) [Map](#)

**FIG. 3**

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#### LAYERS

- ☒ COUNTY BOUNDARY
- ☒ LAT/LON LINES
- ☒ MATCHING NODES
- ☐ MATCHING SUBSCRIBERS
- ☐ ROADS

40

**FIG. 4**